



DIA is diversifying its online business by developing sales of non-food products

/ It is setting up a platform to market toiletries, household and perfumery products throughout Spain through the Clarel.es website.

/ The Oportunidades.dia.es marketplace, which specialises in the sales of other general consumer products such as domestic appliances and electronics, etc., is strengthening its position, increasing the number of lines that it sells from 100 to 1,000.

Madrid, 6 October 2015. DIA has given fresh impetus to the development of its online business. In parallel with the progress of its e-commerce food business, the company has fast tracked the development of its online business specialising in the sale of non-food products.

From December 2015 onwards, more than 5,000 different lines (toiletries, cosmetics and household products) will be available across Spain via the Clarel.es website. The platform will offer all the well-known market brands, as well as lines from Clarel's own stores: Bonté, Basic Cosmetics, BabySmile, JuniorSmile and As. DIA will be organising its shipments from a single warehouse located in La Almunia de Doña Godina, in the province of Zaragoza.

DIA has also given fresh impetus to its Oportunidades.dia.es sales platform for other general consumer products including electronics, domestic appliances and household items, amongst others, with the acquisition of a start-up and the creation of a company called DIA e-shopping. This website also has a flash sales service, where you can find one-off discounts of up to 70% and more than 1,000 commercial lines.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2014, gross sales under banner reached EUR9.4bn and the company had 7,306 stores in the countries in which it operates.

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